

## **CITY OF HAYWARD**

### **AGENDA REPORT**

AGENDA DATE 05/11/99

AGENDA ITEM \_\_\_\_\_

WORK SESSION ITEM WS #2

**TO:** Mayor and City Council

**FROM:** Director of Finance and Internal Services

**SUBJECT:** Review of Community Promotions Program

#### **RECOMMENDATION:**

It is recommended that the City Council review and comment on the following report regarding the City's program for community promotion activities.

#### **BACKGROUND:**

The Community Promotions Program provides grant funds for events and activities that benefit Hayward residents. Over the past several years, the Council has allocated between \$112,000 and nearly \$150,000 annually to local groups. Grants have been provided in amounts from \$200 to \$44,500 to fund various organizations and activities such as the Hayward Historical Museum, American Independence and Cinco de Mayo celebrations, and the Youth Orchestra of Southern Alameda County. At a February 2, 1999 work session, Council continued use of the following categories to determine funding eligibility:

1. Celebrate cultural diversity;
2. Promote the arts;
3. Recognize the history of Hayward and its future.

In addition, Council discussed and agreed to expand the definition of promoting the arts to include promotional materials or publications, in particular, those that promote or recognize Hayward.

Additionally, Council was presented with the option of following the same funding period as the City's operating budget, which was approved for the two-year cycle of 1999-2001. Council indicated that the two-year funding cycle should be applied to the Community Promotions Program. Council was also advised of the amounts available for 1999-00 Community Promotions, based on the policy formula adopted in 1997. Subsequent to the February work session, the amount available for 2000-01 was calculated.

Following is a chart summarizing these revenues, the total recommended funding level and any unallocated monies.

	<u>1999-00</u>	<u>2000-01</u>
<b>Revenues</b>	\$ 159,793	\$173,400
<b>Recommended Funding</b>	<u>159,793</u>	<u>165,371</u>
<b>Unallocated</b>	\$ -0-	\$ 8,029

Sponsorship of the Blues Festival by Hayward was an additional topic, including suggestions for providing start-up monies in the first year and a larger allocation of at least \$45,000 to support festival expenses in the second year, 2000-01.

Applications were sent to organizations, which included a notice with the clarification about the promotional materials. Thirteen organizations completed the application process with funding requests within the amount available for the two-year cycle. The activities, events or programs for which all thirteen organizations have requested funding are in support of one of more of the three funding categories listed above.

#### **Program Funding Recommendations:**

Exhibit A lists the thirteen applicants, twelve of which received funding in 1998-99. There is one new applicant, which sponsors the Hayward Volunteer Recognition and Awards Dinner. Also included on the list is the Blues Festival and a recommendation for funding that event. As well, Exhibit A incorporates the amounts previously approved for the twelve returning applications, the organization's two-year requests, and staff's recommendations.

The following five organizations requested and are recommended for funding at the same level as approved for 1998-99:

South Hayward Lions Club – July 4<sup>th</sup> Celebration  
Native Daughters and Sons of the Golden West Admission Day Celebration Day  
Committee  
La Alianza de Hayward  
Allied Veterans Memorial Day Committee  
Youth Orchestras of Southern Alameda County

The Hayward Area Historical Society requested the same funding for both years as was approved in 1998-99. Staff recommends the first year funding be approved as requested. However, for 2000-01, it is recommended that the City allocation be discontinued, due to the anticipated increase in funding support from the Oliver Trust.

Several applicants requested an increase in funding. Staff requests Council review and comment on the recommendations for funding these increased requests over the two-year cycle in various increments. Following are explanations for the requested increases and staff's

recommendations, including a recommendation for the new applicant and one for providing an allocation for the Blues Festival.

- Hayward Volunteer Recognition and Awards Dinner  
\$2,500 is requested for 1999-00 and 2000-01, respectively. It is recommended that an allocation of \$1000 in each year be granted. Please note, in-kind use of Centennial Hall will continue in accordance with past practice.
- Classical Philharmonic Orchestra  
\$3,000 in increased funding over the 1998-99 level for both years is requested. This increase is to establish a pilot program in the Hayward schools for the orchestra's Classical Encounters program, which includes five performances of a chamber ensemble that also interacts with children in classroom visits. Staff recommends approval of the increase in the second year, 2000-01, only.
- Hayward Arts Council  
A \$5,000 increase for special insurance costs associated with set up of art exhibits is requested, as well as moving expenses for items transported from studios to the City Hall Galleria and Rotunda, or the Green Shutter Gallery. Staff recommends funding of the entire \$5,000, for the second year only.
- Hayward Municipal Band  
The additional \$500 requested is to purchase music to augment the Band's arrangements catalogue. Symphonic band arrangements have quadrupled in price since the inception of the band. Staff recommends that \$122 be allocated in 1999-00, and \$500 in 2000-01.
- Martin Luther King, Jr. Birthday Celebration Committee  
The requested increase of \$500 would help defray event expense such as decorations. Staff recommends continuing this event's allocation at the same level as funded in 1998-99.
- Sun Gallery  
The increase of \$3,000 would support the capital acquisition of a computer system, which would replace aging, obsolete equipment. The system would enhance the newly developed web site that provides contact information for the Sun Gallery, as well as internet links to various arts and cultural groups, including the Hayward Arts Council and Phantom Galleries. Staff recommends funding only \$1,500 in 1999-00 and \$3,000 in 2000-01.
- Alameda County Veterans Day Parade Committee  
The increase of \$500 is requested because Hayward hosts the parade in 1999-00. Each year, the host city in Alameda County pays an increased share of parade costs. Staff recommends approval of the increased amount for 1999-00, with funding returning to its 1998-99 level in 2000-01.

- Blues Festival

As noted above, Council discussed the benefits of sponsoring the Blues Festival in Hayward. Staff recommends allocating \$10,000 in 1999-00 as start-up costs and \$45,000 in 2000-01.

For additional information on each applicant's activity/event or program description, please see Exhibit B.

## **CONCLUSION:**

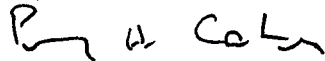
Representatives of each of the organizations requesting Community Promotions Program funds will be notified of the time and location of the May work session and will be invited to attend. Additionally, they will be notified of the public hearing, which will be held on Tuesday, May 25, 1999, at which time representatives are welcome to speak to Council about their funding requests.

Prepared by:



Denese Rohrer, Budget Administrator

Recommended by:



Perry H. Carter, Director of Finance & Internal Services

Approved by:



Jesús Armas, City Manager

Attachments: Exhibit A - (1999-2001 Community Promotions Submissions)  
Exhibit B - (Community Promotions Program Descriptions)

## 1999-2001 Community Promotion Submissions

	Program Name	1998-99 Recv'd	1999-00 Request	1999-00 Recomm	2000-01 Request	2000-01 Recomm
<b>New Request</b>						
1	Hayward Volunteer Recognition and Award Dinner	\$0	\$2,500	\$1,000	2,500	\$1,000
<b>Previous Requests</b>						
2	Native Daughters & Sons of the Golden West Admission Day Celeb Committee	\$200	\$200	\$200	200	\$200
3	Classic Philharmonic Orchestra	\$5,000	\$8,000	\$5,000	8,000	\$8,000
4	Hayward Historical Society	\$38,800	\$38,800	\$38,800	38,800	\$0
5	Hayward Arts Council	\$20,392	\$25,392	\$20,392	25,392	\$25,392
6	Hayward Municipal Band	\$16,629	\$17,129	\$16,751	17,129	\$17,129
7	La Alianza de Hayward	\$3,400	\$3,400	\$3,400	3,400	\$3,400
8	Martin Luther King, Jr. Birthday Celebration Committee	\$2,900	\$3,400	\$2,900	2,900	\$2,900
		Includes in-kind use of Centennial Hall of \$1,400 each year				
9	Allied Veterans Memorial Day Comm	\$800	\$800	\$800	800	\$800
10	South Hayward Lions Club	\$8,250	\$8,250	\$8,250	8,250	\$8,250
11	Sun Gallery	\$44,500	\$47,500	\$46,000	47,500	\$47,500
		Includes in-kind use of Centennial Hall of \$2,000 each year				
12	Alameda County Veterans Day Parade Committee	\$300	\$800	\$800	300	\$300
13	The Youth Orchestras of Southern Alameda County	\$5,500	\$5,500	\$5,500	5,500	\$5,500
14	Blues Festival	\$0	N/A	\$10,000	N/A	\$45,000
<i>Requests for Community Promotion Funding</i>		\$146,671	\$161,671	\$159,793	160,671	\$165,371

Exhibit A

## COMMUNITY PROMOTION PROGRAMS

### Program Descriptions

Community Organization / Activity (in alphabetical order)	Program / Activity Description
Admission Day Celebration Committee	Activities in observance of the anniversary of California's admission to the Union on September 9, 1850.
Allied Veterans Memorial Day Committee	Sponsorship of the annual Memorial Day Observance at Lone Tree Cemetery, including participation by the Hayward Municipal Band.
Blues Festival	Event celebrating local blues music and musicians, which recognizes this music's contribution to the history and culture of Hayward and the East Bay.
Classical Philharmonic	Classical music education programs for Hayward elementary school students, including an annual "Concert for Kids" orchestra event. This event often features internationally known soloists. Teachers are provided supplemental materials prior to the event for in-class use and exploration of music history, composers, instruments and concert etiquette. "Classical Encounters" are in-school chamber assemblies for students in elementary schools, providing one-on-one interaction between musician and student.
La Alianza de Hayward	Sponsorship of annual Cinco de Mayo (Battle of Puebla) celebration, as well as the 16 de Septiembre (Mexican Independence) event. These events celebrate the culture and contributions of the Mexican and Mexican-American presence in the area with the Hayward community through music, dancing, history, and culture.
Hayward Area Historical Society	Operation of historical museum with a collection of approximately 10,000 objects, 13,000 photographic negatives and 6,000 photographic prints, and an extensive archive of books, manuscripts, maps, and local records.

<b>Hayward Arts Council</b>	Provides arts programs and events including local artist's exhibits in the City Hall Galleria and rotunda and the Green Shutter Gallery; community programs in cooperation with the City such as Light-Up the Season; poetry readings; scholarship awards for talented youth; and a calendar of arts activities.
<b>Hayward Municipal Band</b>	Summer concert series at Hayward Memorial Park on Sunday afternoons, providing free admission to 6 band concerts every year.
<b>Hayward Volunteer Recognition Dinner</b>	Recognition of outstanding volunteers from the Hayward community who contributed their time to benefit local human services, non-profit and other programs at an annual dinner held in October each year. Awards include the John N. Pappas Humanitarian Award, Mayor's Award, Volunteer of the Year, Commissioner of the Year, Hayward Lifetime Achievement Award and City Employee of the Year Award. All community groups in Hayward are encouraged to submit the names of the most active volunteers.
<b>Martin Luther King, Jr. Celebration*</b>	Annual Arts and Essay Contest for students and Citywide event to promote peaceful solutions to problems, including a fund raising and recruitment program for community participation. The planning committee in organizing the Arts and Essay contest, works closely with the Hayward Arts Council, Hayward, Unified School District, Alameda County Office of Education, and the local branch of the NAACP.
<b>South Hayward Lions Club Independence Day Committee</b>	Sponsorship of annual Independence Day Celebration.
<b>Sun Gallery*</b>	Arts programming including art exhibitions held throughout the year, hands-on art experiences (field trips) for children, after-school art classes, workshops, lectures, and special presentations. Cost-free field trip tours have included several Hayward schools: Eldridge and Park Elementary, the Special Education Division at the Darwin Center, and Cesar E. Chavez Middle School. A recently developed web site provides information enhancing the Sun Gallery's efforts to promote the arts via various community organizations, including the Hayward Arts Council, Adobe Arts Center, as well as other Bay Area arts and cultural organizations. The Sun Gallery has also expanded its involvement in the planning of Hayward's Light Up the Season.
<b>Veterans Day Parade Committee</b>	Sponsorship of the annual Veterans Day Observance and Parade.
<b>Youth Orchestra of Southern Alameda County</b>	Comprehensive music program to augment elementary and secondary school instrumental music programs of Southern Alameda County and surrounding communities, by providing high quality group instrumental instruction and symphonic orchestral experience. Groups range from a beginning string class for young children to an advanced orchestra for students up to their senior year in high school. Students of YOSAC have successfully conducted three concerts each year.

\* Includes in-kind use of Centennial Hall: Martin Luther King, Jr. Celebration - \$1,400; Sun Gallery - \$2,000.